

General Guidelines
Responding to the Request for Proposal

1.0 Introduction

The objective of this guidance is to provide a framework for our consultants to respond to the request for services outlined in a Request for Proposal.

This standardized format is to be used by any of the five facilitation firms awarded contracts through the Office of Environmental Quality on December 4, 2003.

2.0 Responding to the Request for Proposal

2.1 General

This section of the document provides guidance and instructions for responding to the Department of Transportation's performance-based Request for Proposals. The purpose of the request for proposal is to detail the work requirements for projects that have deliverables and/or services performed.

The request for proposal helps the Department collect comparable bids and conduct an equitable evaluation of potential service providers. Additionally it helps firms to prepare proposals that completely address the Department's requirements while accentuating the firm's unique benefits and features. Because the efficiency of the process is premised on the Department's ability to quickly and easily extract information from proposals, firms that fail to follow the prescribed format will be disqualified from consideration.

All proposal formatting instructions will be provided in the Request for Proposal. However, basic guidelines requires the proposal to be typed in a traditional 12-point font on 8 1/2" x 11" sheets, single-spaced, and one-sided. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible. Proposals containing more pages than that which are specified in the Request for Proposal will not be considered. In an effort to support the sustainability efforts of the State of North Carolina and NCDOT, we solicit your cooperation by ensuring the following:

- All submittals and copies are printed on recycled paper with a minimum post consumer content of 30%.
- Unless absolutely necessary, all proposals and copies should minimize or eliminate the use of non-recyclable or non-reusable materials such as plastic report covers, plastic dividers, vinyl sleeves, and GBC binding. Three-ringed binders, glued materials, paper clips and staples are acceptable. One staple in the upper left-hand corner is preferred.
- Materials should be submitted in a format that allows for easy removal and recycling of paper materials.

2.2 Format

Section I. Firm's Expertise and Experience

In this section, the firm is able to showcase its capabilities. The firm should demonstrate comparable experience and expertise with references and benchmark projects of a similar size or scope. Firms should provide the relevant experience of key personnel. This is the firm's opportunity to highlight its professionalism by outlining company's strengths and distinctions, again relating them to the scope of the services to be provided for this project.

Section II. Project Design / Approach

In this section, the firm should describe its approach to the project and rationale to explain why this approach will best serve the Department's needs. This should include an explanation of the planning and implementation process. The firm should provide information on their project management strategy and give details on the management structure, including the respective roles of the project team.

Section III. Project Outcomes / Deliverables

In this section, the firm addresses the outcomes, deliverables, and schedule presented by the Department by commenting on the feasibility and reasonableness of the items listed, and is expected to prepare a plan to demonstrate how the project's outcomes and deliverables will be achieved. The firm should ensure the plan includes both formative and summative evaluation, and incorporates internal and external assessments of progress.

The firm may provide additional deliverables that will benefit the Department, which may include the development of knowledge/ databases, business procedure manuals, a list of best practices, training modules, process models, dissemination strategy, communication plan, storyboards, technology plans, marketing plans, etc.

Section IV. Budget Proposal

Although not the sole or the most important criteria, the budget will be considered when selecting a firm to complete a project. In addition to submitting a total budget, firms will be expected to show a cost breakdown by phase and identify key assumptions made in the development of the cost estimate.

If it is expected that the project will span more than one financial year (this information will be requested by the Department when needed), the firm should provide a detailed estimate of costs for all years spanned.

General Guidelines
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Phase 1. Preparation: The time spent preparing content and establishing background understanding, and guiding agenda creation in advance of the meeting.

Personnel				
<i>Position Title</i>	<i>Incumbent's Name</i>	<i>Number of hours</i>	<i>Cost per hour</i>	<i>Total</i>
Direct Project Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Other Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Key Assumptions				

General Guidelines
Responding to the Request for Proposal

Phase 2. Contact/Delivery: The time the facilitator spends in direct contact with the organization's team.

Personnel				
<i>Position Title</i>	<i>Incumbent's Name</i>	<i>Number of hours</i>	<i>Cost per hour</i>	<i>Total</i>
Direct Project Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Other Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Key Assumptions				

General Guidelines
Responding to the Request for Proposal

Phase 3. Follow-up: The time spent by the facilitator after the meeting or event to create or transcribe the documentation and develop suggestions for subsequent activities.

Personnel				
<i>Position Title</i>	<i>Incumbent's Name</i>	<i>Number of hours</i>	<i>Cost per hour</i>	<i>Total</i>
Direct Project Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Other Expenses				
<i>Expense</i>	<i>Number of Units</i>	<i>Cost per Unit</i>	<i>Total</i>	
Key Assumptions				

General Guidelines
Responding to the Request for Proposal
